

Claims

What is claimed is:

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1. A method for enabling one or more users to request incentives to dine at one or more user selected restaurants, the method comprising the steps of:
- 5 providing a web site for receiving requests from users for incentives for dining at one or more user selected restaurants;
- processing the one or more incentive requests to determine whether incentives should be provided to the user;
- 10 providing a response to the user indicating if any incentives are being offered to the user by the one or more restaurants; and
- receiving at the web site a selection from the user for an incentive.
2. The method of claim 1 wherein the step of receiving requests from users comprises receiving a request along with one or more dining parameters.
- 103 3. The method of claim 2 wherein the dining parameters comprises when the user intends to dine.
- 15 103 4. The method of claim 2 wherein the dining parameters comprises a minimum amount the user is willing to spend.
- 103 5. The method of claim 4 wherein the step of processing the incentive requests further comprises the step of applying one or more restaurant defined
- 20 rules to the request and dining parameters.
- 103 6. The method of claim 4 wherein the step of processing the incentive requests further comprises the step of determining whether to accept or reject the incentive request on a restaurant-by-restaurant basis.

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7. The method of claim 5 wherein the one or more rules operate on user entered variables.

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8. The method of claim 5 wherein the one or more rules operate on internal variables.

5 9. The method of claim 1 wherein the step of processing the incentive requests further comprises the step of determining whether to issue an incentive, and if so, determining the type and amount of incentives.

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10. The method of claim 1 wherein the incentive is a discounted price.

11. The method of claim 1 wherein the incentive is a discount percentage.

10 12. The method of claim 1 further comprising a step of guaranteeing the incentive with a registered mode of payment.

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13. The method of claim 1 further comprising a step of awarding one or more reward points when the user performs one or more predetermined activities wherein the one or more reward points have a cash value.

15 14. The method of claim 1 further comprising a fulfillment process comprising the steps of:

enabling the one or more users to pay with a registered mode of securing a payment; and

crediting the mode of securing a payment with the incentive.

20 15. The method of claim 14 wherein the fulfillment process is capable of tracking one or more items purchased via a registered mode of securing payment.

24. The method of claim 23 further comprising the step of adjusting the incentive discount by a restaurant defined factor to compensate for the alternate minimum spend amount.

25. A system for enabling one or more users to request incentives to dine at one or more user selected restaurants, the system comprising:

a web site for receiving requests from users for incentives for dining at one or more user selected restaurants;

a processor for processing the one or more incentive requests to determine whether incentives should be provided to the user;

a response means for providing a response to the user indicating if any incentives are being offered to the user by the one or more restaurants; and

a receiving means for receiving at the web site a selection from the user for an incentive.

26. The system of claim 25 wherein the requests comprises one or more dining parameters.

27. The system of claim 26 wherein the dining parameters comprises when the user intends to dine.

28. The system of claim 26 wherein the dining parameters comprise a minimum amount the user is willing to spend.

29. The system of claim 28 wherein the processor for processing the incentive requests further comprises means for applying one or more restaurant defined rules to the request and dining parameters.

16. The method of claim 14 further comprising the step of redeeming one or more reward points wherein the cash value associated with the one or more reward points is credited to the user.

17. The method of claim 1 wherein the step of processing the incentive requests further comprises the step of determining a maximum discount amount.

18. The method of claim 17 further comprising the step of determining an adjusted maximum discount by multiplying the maximum discount amount with a restaurant defined multiplier.

103 19. The method of claim 1 wherein the step of processing the incentive requests further comprises the step of matching customer profile information to one or more restaurant ranked target factors.

20. The method of claim 19 further comprising the step of determining a base discount percentage.

21. The method of claim 1 wherein the step of processing the incentive requests further comprises the step of adjusting a discount percentage for restaurant defined competitors.

22. The method of claim 1 wherein the step of processing the incentive requests further comprises the step of determining a minimum spend amount.

23. The method of claim 1 wherein the step of processing the incentive requests further comprises the step of enabling the user to enter an alternate minimum spend amount.

30. The system of claim 28 wherein the processor for processing the incentive requests further comprises means for determining whether to accept or reject the incentive request on a restaurant-by-restaurant basis.

31. The system of claim 29 wherein the one or more rules operate on user entered variables.

32. The system of claim 29 wherein the one or more rules operate on internal variables.

33. The system of claim 25 wherein the processor for processing the incentive requests further comprises means for determining whether to issue an incentive, and if so, determining the type and amount of incentive.

34. The system of claim 25 wherein the incentive is a discounted price.

35. The system of claim 25 wherein the incentive is a discount percentage.

36. The system of claim 25 further comprising a guarantee module for guaranteeing the incentive with a registered mode of payment.

37. The system of claim 25 further comprising a reward points module for awarding one or more reward points when the user performs one or more predetermined activities wherein the one or more reward points have a cash value.

38. The system of claim 25 further comprising a fulfillment module comprises:

pay module for enabling the one or more users to pay with a registered mode of securing a payment; and

credit module for crediting the mode of securing a payment with the incentive.

39. The system of claim 38 wherein the fulfillment module is capable of tracking one or more items purchased via a registered mode of securing payment.

40. The system of claim 38 further comprising a redemption module for redeeming one or more reward points wherein the cash value associated with the one or more reward points is credited to the user.

41. The system of claim 25 wherein the processor for processing the incentive requests further comprises means for determining a maximum discount amount.

42. The system of claim 41 further comprising means for determining an adjusted maximum discount by multiplying the maximum discount amount with a restaurant defined multiplier.

43. The system of claim 25 wherein the processor for processing the incentive requests further comprises means for matching customer profile information to one or more restaurant ranked target factors.

44. The system of claim 43 further comprises means for determining a base discount percentage.

45. The system of claim 25 wherein the processor for processing the incentive requests further comprises means for adjusting a discount percentage for restaurant defined competitors.

46. The system of claim 25 wherein the processor for processing the incentive requests further comprises means for determining a minimum spend amount.

47. The system of claim 25 wherein the processor for processing the incentive requests further comprises means for enabling the user to enter an alternate minimum spend amount.

48. The system of claim 47 further comprising means for adjusting the incentive discount by a restaurant defined factor to compensate for the alternate minimum spend amount.

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